37 67642

Claims:

 A cartridge containing one or more beverage ingredients and being formed from substantially air- and water-

impermeable materials, said cartridge comprising a storage chamber containing the one or more beverage ingredients, wherein the aspect ratio of the vertical height of the storage chamber to the breadth of the storage chamber is between 0.10 and 0.43.

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- 2. A cartridge as claimed in claim 1 wherein the aspect ratio of the vertical height of the storage chamber to the breadth of the storage chamber is 0.21 to 0.28.
- 15 3. A cartridge as claimed in claim 2 wherein the aspect ratio is approximately 0.25.
 - 4. A cartridge as claimed in claim 3 wherein the cartridge is disc-shaped.

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5. A cartridge as claimed in claim 3 wherein the cartridge is not disc-shaped and wherein the aspect ratio is measured as the ratio of the maximum height to the maximum distance.

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- 6. A cartridge as claimed in claim 3 wherein the storage chamber comprises one or more inlets directed radially into the storage chamber.
- 30 7. A cartridge as claimed in claim 6 wherein the one or more inlets are arranged at or near the periphery of

38 67642

the cartridge to direct flow of an aqueous medium radially inwards into the storage chamber.

- 8. A cartridge as claimed in claim 7 further comprising a filter disposed between the storage chamber and at least a part of an undersurface of a top of the cartridge, one or more passages being formed between the filter and the top of the cartridge, which one or more passages communicate with an outlet of the cartridge whereby a beverage flow path linking the one or more inlets to the outlet passes upwardly through the filter into the one or more passages.
- A cartridge as claimed in claim 8 wherein the beverage
 ingredient is roast and ground coffee.
- 10. A method of dispensing a beverage from a cartridge containing one or more beverage ingredients in a storage chamber, comprising the steps of passing an aqueous medium through the cartridge to form a beverage from said one or more beverage ingredients, and dispensing the beverage into a receptacle, wherein the cartridge has an aspect ratio of the vertical height of the storage chamber to the diameter of the storage chamber of between 0.10 and 0.43 and the aqueous medium is passed through the cartridge at a pressure of 0.1 to 2.0 bar.
- 11. A method as claimed in claim 10 wherein the aspect

 30 ratio of the vertical height of the storage chamber to
 the breadth of the storage chamber is 0.21 to 0.28.

39 67642

12. A cartridge for use with an aqueous medium at a pressure of 2.0 to 4.0 bar and containing one or more beverage ingredients and being formed from substantially air- and water-impermeable materials, said cartridge comprising a storage chamber containing the one or more beverage ingredients, wherein the aspect ratio of the vertical height of the storage chamber to the breadth of the storage chamber is between 0.42 and 0.68.

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13. A method of dispensing a beverage from a cartridge containing one or more beverage ingredients in a storage chamber, comprising the steps of passing an aqueous medium through the cartridge to form a beverage from said one or more beverage ingredients, and dispensing the beverage into a receptacle, wherein the cartridge has an aspect ratio of the vertical height of the storage chamber to the breadth of the storage chamber of between 0.42 and 0.68 and the aqueous medium is passed through the cartridge at a pressure of 2.0 to 4.0 bar.